



**The Evolving Spirit of *Kendo Kenmin* “A Healthy Earth Ensures Human Health”**

# *Kendo Kenmin*

**(a healthy earth ensures human health)**

Approximately 100 years ago, the social issue facing Japan was securing a stable and abundant diet within the country. Our founders took the initiative in addressing this issue, encapsulating their vision in the phrase “a healthy earth ensures human health” and choosing the dairy farming business as the medium for their solutions.

# Achieving Food Sustainability

The Megmilk Snow Brand Group will continue to evolve and address the challenges of today’s society, not just within Japan but across the globe, by inheriting the legacy of our pioneering founders who were dedicated to solving social issues.

In the face of climate change, geopolitical risks, and the growth of the global population, food sustainability is facing a crisis. The Megmilk Snow Brand Group has earned societal recognition through its continued focus on food in its business activities. We will commit to contributing to the resolution of the social issue of food sustainability.



# Editorial Policy

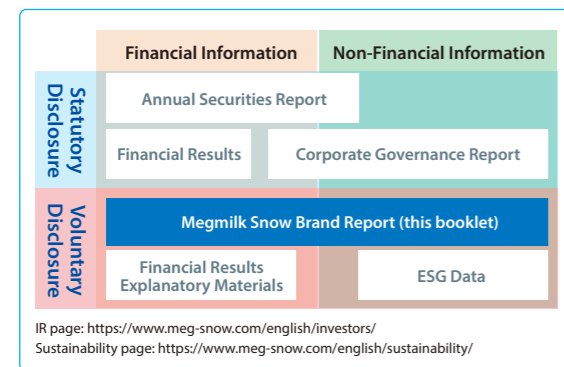
Since 2018, the Megmilk Snow Brand Group has been publishing the Megmilk Snow Brand Report (Integrated Report). In May 2023, the Megmilk Snow Brand Group formulated a new Group Medium-Term Management Plan. This report focuses on value creation, the enhancement of corporate value, and the sustainable growth of the Megmilk Snow Brand Group, from both financial and non-financial perspectives, anchored in our Group Medium-Term Management Plan 2025.

## Regarding Usage of the Megmilk Snow Brand Report 2023 (Integrated Report)

We have made efforts to reflect the opinions and requests of shareholders, institutional investors, and the Corporate Ethics Committee, ensuring that the report contains information of high relevance to all our stakeholders.

Coverage Period	From April 1, 2022, to March 31, 2023 (the report also contains some information outside this timeframe)	
Target Organizations	Megmilk Snow Brand Co., Ltd. and its Group companies (though the report does not cover all information)	
Period Issued	November 2023 (scheduled to publish an annual edition every year)	
Report References	International Integrated Reporting Framework by the International Integrated Reporting Council (IIRC)	ISO 26000: Guidelines on Social Responsibility
GRI Standards		Guidance for Collaborative Value Creation by the Ministry of Economy, Trade and Industry

## Positioning of the Megmilk Snow Brand Report 2023 (Integrated Report)



**Cover Design**  
Photo of the exterior of the Megmilk Snow Brand Innovation Center, which opened in January 2023. The cover design was chosen to express our commitment to achieving food sustainability as one of the platforms for creating new value propositions for milk in the future. (→ P23)

Business forecasts and other statements concerning the future in this report are projections made by Megmilk Snow Brand Group based on information available at the time of writing and are not intended as a guarantee that Megmilk Snow Brand Group will achieve these forecasts. Actual business results may differ from the forecasts in this report depending on changes in business conditions and other factors.

**Caution**  
This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail. The Company assumes no responsibility for this translation or for direct, indirect or any other forms of damages arising from the translation.

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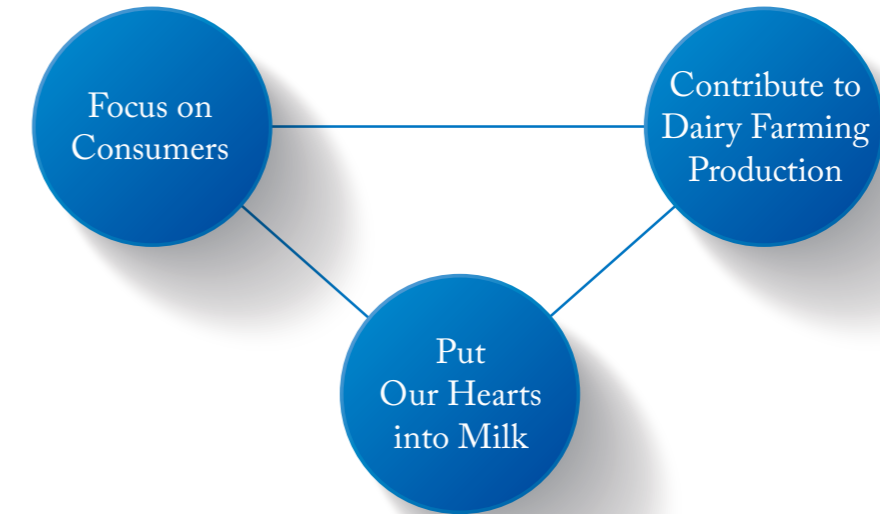
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# Megmilk Snow Brand Group Corporate Philosophy

Our Corporate Philosophy consists of our mission and our corporate slogan, "Make the Future with Milk."

## Our Three Missions



The Megmilk Snow Brand Group strives to fulfill our three missions and create new value for milk in order to exist as a company that contributes to society.

## Corporate Slogan

# Make the Future with Milk

## Megmilk Snow Brand Group's Purpose

To achieve food sustainability by leveraging our extensive expertise and functions (the milk value chain) developed through dairy, in line with our founding spirit of **Kendo Kenmin** "a healthy earth ensures human health"



# Megmilk Snow Brand Group Charter of Corporate Behavior

The Megmilk Snow Brand Group respects the letter and spirit of applicable laws and international rules at all stages of the supply chain, in accordance with the Megmilk Snow Brand Group Charter of Corporate Behavior. We act honestly and in good faith, living up to high ethical standards.

## 1. Sustainably Improving Corporate Value and Resolving Social Issues

The Megmilk Snow Brand Group works to improve corporate value by engaging in business activities to achieve its Corporate Philosophy, while striving to help build a sustainable world by working to solve social issues.

## 2. Trusting Relationship with Consumers

The Megmilk Snow Brand Group strives to ensure quality management and provide society with effective and safe products and services. Based on Japan's Basic Consumer Act, we recognize consumer rights and our responsibilities as a business operator, and we provide accurate information on products and services and communicate in good faith to ensure consumers' satisfaction and earn their trust. In the event that an accident does occur with a product we have provided, we respond appropriately, with consumer safety as our top priority.

## 3. Equitable Business Activities

The Megmilk Snow Brand Group maintains a high sense of morals and responsibility, observes corporate ethics, strives to ensure compliance throughout the Group, and carries out business activities based on fair, transparent and free competition. Moreover, we do not tolerate any transactions or relationships with organized criminal groups or other anti-social forces.

## 4. Fair Information Disclosure and Dialogue with Stakeholders

The Megmilk Snow Brand Group proactively, effectively and appropriately discloses information in a timely manner to earn the understanding and trust of all stakeholders, including consumers, dairy producers and shareholders. In addition, we implement transparent management by engaging in ongoing dialogue with stakeholders in order to raise corporate value.

## 5. Workstyle Reforms and Enhancement to Work Environment

The Megmilk Snow Brand Group approaches work in a way that raises employees' skills and respects personal attributes, diversity and individuality. Moreover, we build a corporate culture that offers freedom and vitality and establish workplace environments that are motivating and take health and safety into full consideration.

## 6. Initiatives on Environmental Issues

The Megmilk Snow Brand Group views environmental issues such as addressing climate change, effectively using water resources and appropriately managing waste as shared issues for humankind. We practice environmental conservation by working with everyone in the supply chain to develop environmentally friendly technologies, products and services.

## 7. Respect for Human Rights

Throughout its supply chain, the Megmilk Snow Brand Group respects basic human rights, bans discrimination on the basis of race, nationality, gender, religion, ideology or other such characteristics, prohibits human trafficking and child labor, and strives to provide safe, healthy work environments.

## 8. Thorough Crisis Management

The Megmilk Snow Brand Group has made thorough preparations for the possibility of emergencies. In the event of emergencies such as fires, natural disasters and accidents, the Group prioritizes human life and then strives to maintain, sustain and quickly restore its business activities. We value the company's assets and respectfully manage confidential information, including personal information.

## 9. Partnerships with Local Communities

The Megmilk Snow Brand Group actively participates in society and promotes communication at all of its business sites as a good corporate citizen. This helps to build ties of trust and contributes to local community development.

## 10. Thorough Implementation of This Charter

Those involved in the management of the Megmilk Snow Brand Group embrace as their own role ensuring that the Group lives up to this Charter, taking the lead to ensure that it is fully implemented by all Group companies. In addition, all involved in the supply chain are encouraged to take action based on this Charter.

Established on June 1, 2021

## Our Approaches to Consumers

### Our Focus on Consumers Based on the Basic Consumer Act

The Megmilk Snow Brand Group will strive to uphold its four basic approaches so as to respect the basic rights of consumers as stipulated in the Basic Consumer Act and fulfill its business responsibilities.

